

MP MISSOURI PRESS NEWS

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No free lunch in newspapers

A Mizzou journalism student emailed me recently asking for my feedback for a paper they were working on. The subject of the student's questions — a case study set up by the writers of a journalism textbook — got me worked up enough that my response included some ... indelicate phrasing.

The gist of the scenario was all too familiar: It boiled down to a newspaper facing profitability problems and a desperate editor considering filling pages with "free" content provided by community members. The part that stuck in my craw, though, was that, according to the case study presented, the editor still had a crew of 10 full-time journalists on staff. The student, cast in the role of a "change management consultant," was supposed to provide advice about how the editor could quell her staff's ethical concerns and convince them her idea was a good one.

I'm not sure when the question was written (some quick Googling suggested the textbook was revised in 2016, if not more recently) but in 2024, I'm sure most all of the folks reading this are salivating at the thought of having 10 full-time journalists on their roster. In any community in Missouri, that's a formidable reporting force. But more on that in a minute.

The first part of my answer to the student, in so many words, amounted to not-so-gently suggesting this hypothetical editor ought to stick her head in the oven, and her staff should

"As the editors among you know quite well, what you 'pay' for a story includes a lot more than dollars and cents on a freelance check."

help turn on the gas.

The heat of my answer might have had something to do with the fact that it was 10 p.m. and I was up editing stories and submissions for the opinion page. It might have been latent PTSD from all those times someone resembling a "change management consultant" pitched the latest plan to transform journalism and do more with less.

Once I got (most of) the expletives

out of my system, I tried to explain my opposition to this textbook's proposition. As the editors among you know quite well, what you "pay" for a story includes a lot more than dollars and cents on a freelance check. Wrangling assignments and entering submissions into the system, editing copy for newspaper style and adding all the bells-and-whistles takes time — and that's assuming the story's about something inconsequential, with little reason to worry about getting sued or just plain getting things wrong. Just because you find someone who can string a few sentences together doesn't mean they understand the process of verification and ethics we adhere to as journalists.

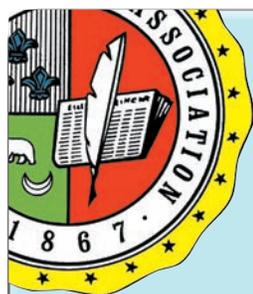
Artificial intelligence adds a whole new set of problems. Who's to say that story or photo sent in wasn't AI-generated? How do you fact-check that? At least with a paid freelancer, you've got a contract and a paycheck to help ensure some degree of trust.

The idea that folks in the community will just give away quality content seems quaint, too, in an age when YouTube influencers and teachers moonlighting on OnlyFans are bringing home six-figure incomes.

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Amos Bridges,
Springfield News-Leader
MPA President



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Continued from Page 2: *Journalism is a product with value.*

The folks who know how to create content the audience wants to consume know how to get paid, at rates most of us in the newspaper game likely can't afford.

That's not to say you can't find smart, motivated folks in the community who want to contribute. You can — and you should put the time and effort into training them to commit journalism. (The Digiversity.tv and Earn Your Press Pass programs MPA offers are one way to do this.)

Of course, when you've spent your valuable time editing and training a community contributor, it's not really free anymore. And if you've trained them to produce real journalism and that's what you're getting, you really should cut them a check, because as I wrote to the student, journalism is a worthy endeavor that deserves to be compensated. (I might have phrased this more colorfully in my original email).

The flip side of that applies as well. Whether you've trained up a citizen journalist, invested your own time to wrangle and polish contributor copy, or you've got 10 (or two) full-time reporters on staff — charge for their work! Make sure your subscribers know they're getting your best and that their dollars are needed to support it. If your model is not to charge readers, make sure your advertisers know they're paying a well-deserved premium to be featured in a quality product.

Faced with "free" competition online and on social media, newspapers have been too quick to give away or devalue our work. But racing to the bottom isn't a winning strategy, when we have a resource — journalists, living and working in the communities we serve — no one else does. Whether it's one reporter or 10, or an editor spending the time to transform motivated community members into professionals, the work we do has value.

That professional, ethical, conscientious journalism should be front-and-center in our strategies for success. And we shouldn't be shy about telling folks that it doesn't come free.

Missouri Press Association / Service / Foundation

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CALENDAR

March

10-16 — National Sunshine Week

31 — Missouri Press Better Newspaper Contest \$7 Entry Fee Ends

31 — Missouri Press Outstanding Young Journalist Award and Hall of Fame Nominations Due

April

5 — Missouri Press Better Newspaper Contest Final Deadline

11-12 — Media and the Law Seminar, Kansas City

18-19 — MPAME Annual Meeting, Hilton Promenade Hotel, Branson

June

6 — Kevin Jones 1st Amendment Golf Classic, Hermann

7 — Missouri Press Association, Service and Foundation Boards Meetings, Hermann

7 — Show-Me Press Association Meeting, Hermann

September

19-21 — Missouri Press' Annual Convention, Springfield

22-28 — Missouri Photo Workshop, Location TBD

Did you know?

You can find all of the latest registration forms for Missouri Press' events online at www.mopress.com.

The website also has award nomination forms, board of director applications and much more.



BETTER NEWSPAPER CONTEST

Have you entered Missouri Press' Better Newspaper Contest?

The 2024 Missouri Press Foundation Better Newspaper Contest template is open, and you have until April 5 to submit entries. If you haven't yet, gather your entries and make time to enter the BNC.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/.

Entries to the Missouri Press Foundation's Newspaper Contest are submitted using the Advanced Contest Entry System (ACES) platform: <https://www.newspapercontest.com/Contests/MissouriPressAssociationBNC.aspx>.

Due to changes in the way the contest template is operated, each PUBLICATION will need a unique email address for uploading contest entries.

While entries will be accepted through Friday, April 5, a tiered fee structure includes reduced costs for newspapers submitting entries earlier in the contest cycle.

The 2024 BNC entry fee structure is as follows:

~~Entries uploaded before March 1: \$6 per entry;~~
Entries uploaded before April 1: \$7 per entry; and
Entries uploaded April 1-5: \$10 per entry.

All categories for Missouri's 2024 Better Newspaper Contest require digital entries. Please familiarize yourself with the template and ask questions about how to use it as soon as possible.

You are also encouraged to consider file-sharing websites, i.e., Dropbox, Google Drive, as a method for sharing your larger entries, such as General Excellence and page design entries. There are many free options available that will also provide benefits to your newspaper outside of entering the BNC.

If you need help entering any category, contact Matthew Barba (mbarba@mopress.com) or Kristie Fortier (kfortier@mopress.com) for assistance.

We ask members not to wait until the deadline to enter.

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close at 11 p.m. Friday, April 5, and will not accept entries after that — no exceptions. You may begin uploading your entries now.

ALERT: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, or any service that lets you "share" files via URL.

Please make sure the file is public or a password is provided and that it can be printed. If a file cannot be easily accessed, it could be skipped over for judging.

3 TIPS TO MAKE UPLOADING EASY:

1. Entries that consist of more than one piece of content should be combined into one file. This will make uploading and judging much easier. Do the same for stories that jump to another page.

2. Entries should have 1-3-word titles that tell the judge precisely what material on the page is to be judged. You can also use Adobe Acrobat's "highlighter" function to indicate content to be judged.

3. Put all your entries into a "Contest Entries" folder on your desktop.

Please read the instructions and category listings carefully!

Work begins in Arrow Rock to start the presses

From Doug Crews

For Missouri Press News

Thanks to the efforts of many, including those who raised money for the project and the ones getting their hands dirty working on the machines themselves, efforts are underway to make the Missouri Press Association Newspaper Print Shop Museum in Arrow Rock a working exhibit.

Last month, Eric Woods, owner of The Firecracker Press in St. Louis, and Ben Jones, a letterpress mechanic from Kansas City, met in Arrow Rock at the Print Shop Museum to begin updating letterpress equipment.

Very generous donors contributed to a recent Missouri Press Foundation fundraising project to make the print shop a “workable” facility that will attract letterpress printing enthusiasts and members of the public.

The museum is housed in a building that’s more than 150 years old, and Marty Selby of Arrow Rock, who



Efforts are underway to revitalize the Missouri Press Association's Print Shop Museum in Arrow Rock into a working exhibit. This means getting the presses back in working order but will result in visitors having a chance to see them in action. Recently, Eric Woods of The Firecracker Press, St. Louis; Marty Selby of Well-Preserved, Arrow Rock; and Ben Jones, a letterpress mechanic from Kansas City met in Arrow Rock to work on the project. (Submitted photo/Doug Crews)

works to restore historic structures, recently repaired and installed a new ceiling in the museum.

The Friends of Arrow Rock own

the building, which opened in the mid-1960s as Missouri Press celebrated the 100th anniversary of its founding.



These individuals and/or organizations made recent contributions to Missouri Press Foundation. For more information about supporting the Foundation's mission and programs, please contact Michael Harper at (573) 449-4167, ext. 303.

In Memory of Kevin Jones – Dave Berry, Kent & Sharon Ford, Gary & Helen Sosniecki, and John Spaar

Recurring Monthly Donor – Martha Pickens

Arrow Rock Print Museum – Deborah Daniels, Belinda Fender, Gary & Connie Fennewald, Tom & Margaret Hall, Janet Hammen, Paula Perry, Sarah Humfeld, Bill Kuykendall, Frances & James Muench, Kim Robertson, Susan Croce Kelly, Jeannette Jackson-Thompson, Sarah Whitaker, and Mark Zacher

MPAME wants to help your newspaper increase revenue

Training will focus on customer retention, new sales rep onboarding.

From Missouri Press Staff

Missouri Press News

Plan to attend this year's Missouri Press Advertising Managers and Executives' meeting, so you can learn to increase your newspaper's revenue with digital advertising essentials, better onboard for new sales executives and customer-centric strategies for both readers and advertisers.

MPAME's meeting, scheduled for Thursday-Friday, April 18-19, at the Hilton Promenade Hotel in Branson, will focus on helping newspapers utilize all facets of their operations to improve revenue. Learning sessions will also help managers get new sales reps up and running more quickly so they can market your products to advertisers.

President Gina Langston said this year's MPAME meeting is intended to expand newspaper's ability to meet the demands of advertisers in any marketing medium while continuing to draw on the strengths that printed publications maintain.

"Advertisers have a lot of options but not necessarily a lot of information on where their best return on investment is," Langston said. "Local media organizations are the perfect go-to resource for marketing options and

*Need a sleeping room for MPAME?
Book by March 22 at <http://tinyurl.com/3p6adzdy>.*

information. The media landscape is changing, but it's always been about building on what we already do best, connect with our fellow community businesses."

Sessions on Thursday this year will include Jean Maneke talking about legal issues in advertising, and she will be followed by a best ad idea session, the winner of which will have a chance to win cash. The afternoon will end with a group discussion led by Leader Publications' Peggy Scott and Katelyn Mary Skaggs about trends in advertising.

Winners of the Best Ad Contest will have a chance to collect their awards during the Thursday night dinner. For the Thursday night fun event, attendees will head over to Andy B's Bowl Social on the Branson Landing.

Friday's learning sessions will all feature Richard E. Brown, a media revenue operations and sales consultant who focuses on sustainability and financial risk mitigation through data-driven insights. His areas of experience include subscriber retention, customer engagement and marketing strategy.

"Richard Brown comes to us highly recommended from the Iowa Press Association, as well as currently serving on the Wisconsin Newspaper Association board and being a contributing columnist for *Editor & Publisher* on various media trends. He has a lot of expertise our members can utilize to build up their sales efforts and become more effective marketing firms," Langston said.

More information about each session is available on Page 7 of this edition of *Missouri Press News*, but in brief, Brown will discuss unlocking traditional newspaper's potential in the ever-evolving digital landscape; how to effectively onboard new sales reps from day one; and strategies to boost subscription and advertising sales that start with putting the customer first.

To register to attend MPAME, visit www.mopress.com/events or go to <https://bit.ly/3KI7wv8>. You will also find information booking a sleeping room and how to secure the MPAME discounted rate of \$154.

For more information about MPAME or the April meeting, please contact Kristie Fortier at kfortier@mopress.com.



Richard Brown



Peggy Scott, left, and Katelyn Mary Skaggs of Leader Publications in Jefferson County will lead a group discussion on trends in advertising. This session replaces the roundtables held in recent years but will still involve attendees asking questions, providing their own perspective on topics and sharing their own ideas for successful advertising solutions. (Submitted photo/Leader Publications)

MPAME

Missouri Press Advertising
& Marketing Executives Meeting

April 18-19, 2024

Hilton Promenade at
Branson Landing

3 Branson Landing
Branson, MO 65626



Speaker: Richard E. Brown

Book Your Room
at a discounted rate
of \$154 by March 22!
<http://tinyurl.com/3p6adzdy>

Thursday, April 18

11:00 AM | **MPAME Board Meeting** | Big Whiskey's

PROGRAM | Events in Old Glory Meeting Room

1:00-1:45 PM | *Legal Issues in Advertising* | Jean Maneke

1:45-2:15PM | **MPS Advertising Updates**
with Ted Lawrence and **MPA Training Opportunities**
with Matthew Barba

2:15 PM | *Break*

2:30-3:45 PM | **Best Ideas Session!**
Bring Your Best Ideas to Share to win CASH!

3:45-4:15PM | **Trends in Advertising** | Group Discussion
Led by Peggy Scott and Katelyn Mary Skaggs,
Leader Publications

5:30PM | **Awards Banquet and Best Ad Idea Session**
Winner Announced | Old Glory Meeting Room

7:45-9:30 PM | 

THURSDAY NIGHT FUN! Andy B's Bowl Social,
Branson Landing

Friday, April 19

8:00 AM | *Breakfast* | Old Glory Meeting Room

Program with Speaker Richard E. Brown |
Old Glory Meeting Room

8:30-9:30AM | **Digital Advertising Essentials:**
A Profitable and Simple Path for Beginners

Unlock the transformative potential of your traditional print
newspaper organization in the ever-evolving digital landscape.
Join us in this enlightening exploration, where we'll break down

the complexities of engaging in digital advertising at an ABC
level – accessible, basic, and clear. We're here to demystify
the digital advertising world and demonstrate how you can
leverage your existing publisher site resources, newsletters,
and email marketing to embark on a profitable and sustainable
journey.

9:30 AM | *Break*

9:45-10:45 AM | **Success from Day One:**
Onboarding Sales Executives for Impact

Uncover the blueprint for transforming your print newspaper
organization's sales team into a powerhouse, driving revenue
and reader engagement. Join us in this illuminating presentation,
where we delve into the intricacies of onboarding new sales
executives with a keen focus on aligning mission and action.
Discover the art and science of translating your organization's
mission into tangible Key Performance Indicators (KPIs) and
scorecard deliverables that not only keep your new sales
executives aligned with your vision but also laser-focused
on key products that directly contribute to and enhance your
bottom line.

11:00AM-Noon | **Putting Customers First:**
Customer-Centric Strategies to Increase Revenue

Discover the key to boosting both subscription and ad sales
within your print newspaper organization. Join us in this
insightful journey where we'll unveil the power of leveraging all
available resources, whether internal or external, to rejuvenate
your sales strategy. It's time to refocus on a "customer-first"
mentality, making your readers and advertisers the centerpiece
of your approach.

MPAME

Register TODAY! <http://tinyurl.com/3ks34r46>

Foundation golf tournament gets new name for 2024

Players will tee off June 6 in Hermann at the Kevin Jones 1st Amendment Golf Classic.

By Matthew Barba
Missouri Press News

In January, Missouri journalism and the state's newspaper industry lost a longtime ally with the death of Kevin Jones. To honor his memory and years of service to Missouri Press, Missouri Press Foundation has renamed its annual golf tournament to the Kevin Jones 1st Amendment Golf Classic.

For the uninitiated, Kevin Jones spent decades working in newspapers after graduating with honors from the Missouri School of Journalism. The bulk of his career was at the *St. Louis American*, one of the state's largest weeklies.

Jones was with the *American* for 33 years and at the time of his death was the newspaper's chief operating officer. He served on the Missouri Press Association and Service boards of directors for nearly 20 years, including as president in 2010 and a second round as a director beginning in 2019.

He was also currently serving on the boards of Missouri Press Advertising Managers and Executives and the Missouri Publishing Association, which oversees the *Columbia Missourian*. A volunteer outside of the newspaper industry, Jones was active or had served on several St. Louis-area boards.

MPA President Amos Bridges said the idea of renaming the golf tournament was considered at the Association's January meeting to be brought to the Foundation board for consideration.

"During the board meetings in January, it was discussed what could be done to honor Kevin's contributions to Missouri newspapers," Bridges said. "He spent so much of his own time and energy helping other newspaper people, it seems fitting that we remember him with a golf tournament that benefits the Foundation's efforts to honor the past, protect the present, and build the future of journalism."

Jones was a perennial participant in the Foundation's golf tournament, previously known as the First Amendment Golf Classic. He was also a regular contributor to the tournament's prize fund.

More importantly, according to MPA Executive Director Mark Maassen, Jones embodied the spirit of camaraderie that is at the heart of the tournament each year.

"The real goal of the golf tournament each year is to bring people in the newspaper industry and friends of newspapers together. We have a good time, but Kevin was the one of best examples of what we hope each person brings to and takes from the tournament, a desire to make

The Missouri Press Foundation's annual golf tournament has been renamed to the Kevin Jones 1st Amendment Golf Classic. A regular supporter and participant, Jones often played with friends, pictured from left, Jeff Schrag, Trevor Vernon, Jones and Dane Vernon. (Staff file photo/Matthew Barba)



new friends and a willingness to work to make newspapers stronger," Maassen said.

In being informed of the name change for the annual golf tournament, Kevin's wife, Tina Jones said she thought it was a fitting tribute to a man who loved both newspapers and golf. Just last year, she pointed out that Kevin completed a goal 26 years in the making: to play golf in all 50 states.

In August 2023, Kevin completed the goal in Arkansas, specifically saving it for last so he could be joined by Missouri Press friends and regular golfing buddies Trevor Vernon and Jeff Schrag, along with their spouses.

"I think this is a wonderful way for Missouri Press to honor Kevin. He loved golf and looked forward to playing this tournament every year because it was a chance to spend time with so many of his newspaper friends from around the state," she said.

With the name change also comes a new logo for the tournament, inspired by its namesake.

This year's golf classic will be played Thursday, June 6, at Loutre Shore Country Club in Hermann, the site of the tournament for the past two years.

You can find registration information on the back cover of this month's Missouri Press News. The registration form will also be available online at bit.ly/mopressgolf.

If you have questions or would like to support the Kevin Jones 1st Amendment Golf Classic with a donation, contact Foundation Director Michael Harper at (573) 449-4167, ext. 303, or at mharper@mopress.com.



TIME IS RUNNING OUT!

DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

Missouri Newspaper Hall of Fame Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 13

DOWNLOAD NOMINATION FORMS AT

bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection. Contact Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@mopress.com with questions.

SEEKING NOMINATIONS
Missouri Photojournalism Hall of Fame

The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.

Nominations must be received by May 13.

Inductees will be recognized at a ceremony on Oct. 20, 2022, at SHSMO in Columbia, MO, and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

To download the registration form, visit www.photojournalismhalloffame.org

Applications for the Internship Grants Program must be received on or before April 20.

If your newspaper is interested in applying for an internship grant, please go to mopress.com/missouri-press-foundation-internships

If you have questions please call
573-449-4167





Meet Missouri Press

Ron Schott is one of two new Board directors helping lead MPA.

From Missouri Press Staff

Missouri Press News

Each year Missouri Press Association's members lend their expertise in the newspaper industry to represent and help guide the industry group in efforts to benefit and protect its 200-plus member publications.

Joining the MPA Board of Directors in 2024 are Ken Garner, owner of Garner Media in Maryville, and Ron Schott, owner and publisher of the *Wright County Journal*, Mountain Grove. The pair share a few other similarities, as well, including both being transplants to Missouri and becoming recent newspaper owner publishers within the last few years.

Directors are elected each year during the business meeting at the Association's annual convention and trade show. Nominations to serve on the board are accepted until July 1 and are then reviewed by a nominating committee for consideration by the entire MPA membership.

Read on to learn more about Schott. Garner will be featured in the April edition of *Missouri Press News*.

— Ron Schott —

Ron Schott credits a high school English teacher with helping develop his interest in journalism. During class, she would put topics on the board for Schott and his fellow students to write about.

"After a couple of things she read of mine, Mrs. Seibel came to my desk and told me that if I ever wanted to be a writer, I would be a good one," Schott said. "I didn't know at that time just how much it meant to me in my future career."

Schott attended Shippensburg University in Pennsylvania, where he earned a degree in communications/journalism with an emphasis in



Ron Schott, owner and publisher of the *Wright County Journal* in Mountain Grove, is one of Missouri Press Association's two new-for-2024 board directors. Schott says when he isn't working on newspaper things, he devotes his time to his family, pictured above, and his church. From left, the Schott family includes Josiah, Isaiah, Ron, Kristy, Lydia and Dylan. (Submitted photo/Ron Schott)

electronic media. During a junior year internship with the sports department at WBAL-TV in Baltimore, he asked the sports producer what the annual income was working in a Top-25 market.

"It wasn't much," Schott recalled. His first and last job in the television industry was working with an RF wireless provider for two months during the 2000 Olympics in Sydney, Australia, a role that left him with countless stories to retell.

Not wanting to be someone who moved constantly for work and not feeling like the pay was going to be good enough, Schott began reconsidering his options.

"I knew I wasn't going to be an on-air talent, though I did enjoy it and wasn't too bad at being on-air," Schott said, adding with a smile, "I just didn't have the face for it."

Fast forward a couple years and Schott had moved to Missouri, where he was working odd jobs, including substitute teaching, marshalling in

airplanes for UPS and throwing feed at a local store.

Then he saw a help wanted ad for one of two local weekly newspapers in Ozark, and despite walking into the wrong one, Schott got a gig writing freelance for the *Christian County Headliner News*. After a month, then editor Donna Osborn called about an opening for the paper's sports editor.

"I jumped at the opportunity," Schott said. He stayed for three years until a growing family meant he was going to need more income. A job as circulation director at the *Hannibal Courier-Post* under the late Jack Whitaker prepared Schott for getting the newspaper into readers' hands and how to deal with complaints when it doesn't.

Wanting to get back on the editorial side of things, Schott took a job at *The Vandalia Leader*, his wife's hometown newspaper and which had just been purchased by Lakeway Publishers from Gary and Helen Sosniecki.

Continued on Page 11

Continued from Page 10: *Publisher of Maryville Forum also joins board.*

"I began the task of becoming both Gary and Helen at the same time, which is not something I recommend anyone try, but long story short, things worked out and I stayed there for 12 years," Schott said. That time also saw him take over the *Bowling Green Times* and *Louisiana Press-Journal*.

With his faith to help guide him, and feeling like the stress of three publications was becoming too much, Schott had a new opportunity presented to him. "God then opened a door for me to become publisher of the *Mountain Grove News-Journal* and *Mansfield Mirror*, publications owned by Dalton Wright," he said.

Staff cuts during the COVID-19 pandemic and a merger of the two newspapers into the *Wright County Journal* got Schott thinking about owning his own publication. Dalton Wright offered to sell, and Schott became a newspaper owner in April 2021.

While he loves that his newspaper helps people "fill scrapbooks with memories that last a lifetime," Schott

said newspapers are struggling to earn enough revenue to allow them to hire the staff needed to truly run a local news operation.

"So many of us are wearing so many hats because we have no choice," Schott said. "But that is opposite of the Franklin Covey four disciplines of execution. We are unable to focus on certain areas to knock them out of the park. Instead, we are just simply trying to get a paper out the door each week. When this happens, the newspaper is simply not as strong as it could be."

He hopes that by serving on the MPA Board he can help other newspapers tackle problems that are affecting journalism, share his knowledge and help figure out solutions that result in a stronger overall newspaper industry.

Check out the April issue of *Missouri Press News* to learn more about the Association's other new director, Ken Garner, publisher of the *Maryville Forum* and *Grant City Times-Tribune* in northwest Missouri.



Ken Garner



Are you learning with **Digiversity.tv**

As a member of Missouri Press Association, your newspaper has free access to Russell Viers' Adobe Creative Cloud training website, Digiversity.tv. With Digiversity.tv, you can give yourself and your staff the know-how to be comfortable poking around in InDesign files without being nervous something will get broken beyond repair. To sign up, email mbarba@mopress.com. After you make your account, go to Digiversity.tv and on the front page, select "TV Guide" at the top of the screen, then from that drop-down menu, select "Series." At the very bottom of the Series page, look for "InDesign Kindergarten" to get started with the basics of navigating the program. From there, you can discover the other topics Russell covers, or ask him to cover a specific topic through the "Checkin' the Mail" link!



Sterling, Va.

Jerry Friedheim

Jerry Warden Friedheim, a former Southwest Missouri reporter and assistant secretary of defense for public affairs, died Jan. 20, 2024, in Sterling, Va. Earning his bachelor's and master's degrees from the University of Missouri – Columbia, he taught journalism there 1961-1962.



His Missouri newspaper career included working as a reporter, photographer and editor at the *Neosho Daily News*, *The Joplin Globe* and the *Columbia Missourian*. He also spent time working for The Associated Press.

Friedheim earned an ROTC commission at Mizzou and served two years active duty in Germany, followed by 11 years in the Army Reserve.

He went to Washington, D.C. as a congressional fellow of the American Political Science Association after receiving an award for distinguished reporting of the 1962 elections. He worked as a press secretary, legislative assistant and administrative assistant former U.S. Rep. Durward G. Hall of Missouri and to former U.S. Sen. John G. Tower of Texas.

In 1969, he was nominated by

former president Richard Nixon and unanimously confirmed by the U.S. Senate as deputy assistant secretary of defense for public affairs, in which he served from 1972-1974. He also served a year as vice-president of government affairs for AMTRAK.

Friedheim spent 16 years as general manager and president of the American Newspaper Publishers Association. He was also president of ANPA's foundation and founder of its journal, *Presstime*. He served as chairman of both the Washington Journalism Center and the National Press Foundation and as a director of the World Press Freedom Committee.

In 1992, he joined the Freedom Forum Foundation and guided development of The Newseum in Washington, D.C., also becoming its founding executive director. After his retirement in 1999, he served on The Newseum's advisory board.

In addition to numerous industry colleagues and friends, Friedheim is survived by three children, seven grandchildren and two great-grandsons.

Kansas City

Clara Reyes

Clara Reyes, 86, founder of bilingual newspaper *Dos Mundos*, died Feb. 17, 2024.



Reyes and her husband Manuel, who preceded her in death in 2018, started *Dos Mundos* ("two worlds" in English) in 1981 as a means of bridging the information gap between Kansas City and its Hispanic residents.

The newspaper started as a newsletter typed out from their home and included useful information, such as how to open a bank account. The couple later started three radio stations in the Kansas City region to further their reach.

Dos Mundos continues to be operated by the Reyes' children, Ed and Diana, the latter of which said of her mother, "Her legacy is bringing communities together and giving a voice, being an entrepreneur and a strong leader."

In addition to her children, Clara Reyes is survived by many family and friends from across Kansas City's various communities.

MPA member helps make Spanish translation of NIE solar eclipse story available

Thanks to the efforts of the *Northeast News* in Kansas City, this year's Newspaper in Education serial story has been translated into Spanish. Chapters are available now for download from www.mo-nie.com, download code **eclipse24**.

Focus for this year's story is the once-in-a-lifetime solar eclipse happening April 8 across a large swath of the United States. If you haven't downloaded and begun running the series, make plans to as soon as possible.

The series will remain available to republish in your newspaper for free until June 30, 2024.

If you have any questions about using the NIE serial story, please contact Helen Headrick at hheadrick@mopress.com.

Capítulo 1



Preparando el escenario para un eclipse solar

Autora Linda Godwin | Ilustrador Philip Goudeau

¡NUNCA MIRES DIRECTAMENTE AL SOL SIN LENTES DE ECLIPSE!

El 8 de Abril 2024, los residentes de Missouri tendrán otra oportunidad de ver un eclipse solar total. Si fuiste afortunado de ver el eclipse solar total de Agosto 21 de 2017, ya sabes que esta es una oportunidad que no te puedes perder.

En total, el eclipse durará más de una hora incluyendo el tiempo del eclipse parcial antes y después de estar en su totalidad. Utilizando lentes apropiados y seguros, una cámara estereoscópica o lente solar de un telescopio, podrás ver el sol empezar a desaparecer mientras la luna se acerca más y más hasta cubrir el sol completamente. Cuando el sol está cubierto por más de la mitad, le darás cuenta que el mundo a tu alrededor también se estará oscureciendo, como si fuera un día nublado. Mientras la luna siga en el proceso de cubrir el sol por completo, tal vez brevemente vias un fenómeno llamado Abalorios Bailey.

Cuando la parte visible del Sol se estrecha hasta quedar reducida a una delgada línea o media luna (justo cuando comienza y termina la totalidad), los rayos se refractarán en puntitos y puntitos de luz porque el borde de la Luna no es liso. Haz monedas y velas que hacen que los últimos rayos de luz solar que quedan formen puntitos brillantes, o cuernitos de Bailey. En este punto, es seguro ver el eclipse directamente.

Mientras estos rayos finales de luz solar están a punto de desaparecer, tal vez veas un efecto de "Anillo Diamantino" mientras los últimos abalorios desaparecen y el anillo de luz circular del sol llamado la corona se hace visible. La corona del sol se extiende más allá de la superficie visible a lo largo de millones de kilómetros, pero normalmente nos resulta invisible porque el brillo de la luz solar la opaca. Cerca de la línea central de la totalidad, el Sol permanecerá eclipsado durante más de 4 minutos, más que en el eclipse de 2017. A su alrededor habrá cambios en la iluminación y las sombras, insectos (sonidos) y posiblemente en el comportamiento de los animales. Es muy importante ponerse los lentes de eclipse antes de que el Sol empiece a aparecer.

Un eclipse parcial se podrá ver de cualquier lugar en Missouri, pero para poder experimentar todo el fenómeno del eclipse requiere verte desde la trayectoria de la totalidad. Las zonas más cercanas a Missouri para ver el eclipse total se encuentran en el suroeste de Missouri y el sur de Illinois.

Para obtener más detalles sobre la trayectoria del eclipse, los horarios de visualización y otros recursos, incluido donde conseguir gafas para eclipse, consulte GreatAmericanEclipse.com, <https://solarsystem.nasa.gov/eclipses/2024/apr-8-total/where-when/> y NationalEclipse.com.

Conexiones de periódicos
Antes y después del eclipse, encuentre artículos sobre el evento en su periódico local y reanuncie sus hallazgos.

2024 Newspapers in Education Series Now Available

Don't leave your readers in the dark about the solar eclipse!

The Missouri Press Foundation and National Newspaper Association Foundation are offering a new original free series to newspapers across the country for publication.

This year, readers will enjoy an 8-chapter series that features science, art, language arts and history about solar eclipses. The solar eclipse will occur on April 8 with the path of totality crossing the country from Texas to Maine, including across the southeastern part of Missouri.

A wide swath of totality across the country and that viewers outside the path of totality will still be able to view a partial solar eclipse will ensure newspapers and readers will be drawn to this content. Dr. Linda Maxine Godwin wrote the features with science slants. She is an American scientist and retired NASA astronaut.

Godwin joined NASA in 1980 and became an astronaut in July 1986. She retired in 2010. During her career, Godwin completed four space flights and logged more than 38 days in space. Dr. Godwin is a Professor Emeritus at the Department of Physics and Astronomy of the University of Missouri. The series is illustrated by Philip Goudeau.

This series will be offered free of charge to newspapers for publication until June 30, 2024. **Visit mo-nie.com and use the code: `eclipse24` to download the entire series.**



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THE CASH-BOOK JOURNAL

Jackson — The *Cash-Book Journal* and several other community organizations are working together to host a series of watch parties for the total solar eclipse happening April 8. Jackson is along the path of totality for the solar eclipse, which is expected to darken the city for four minutes and 10 seconds, one of the longest times in the country and more than double the duration of the 2017 eclipse.

A watch party at the Jackson Civic Center, sponsored by the newspaper, will feature musical performances from area artists, food options and children’s activities.

More information about the solar eclipse is available through this year’s Missouri Press Foundation Newspaper in Education serial story. See page 13 of this month’s *Missouri*

Press News to learn how you can use the serial story leading up to the April 8 eclipse.

THE FAYETTE ADVERTISER

Howard County’s News Leader Since 1840

Fayette — The Advertiser began in January offering “Newspaper Fun”, described as a “high-energy children’s activity page” designed to encourage good reading habits for a newspaper’s youngest readers. Newspaper Fun launched in Connecticut in 2004, and its creator has won multiple journalism awards.

The Fayette Advertiser is also using the children’s page as an opportunity to sell sponsorships within the newspaper for community businesses interested in promoting literacy.

Douglas County Herald

News from Ava and Douglas County, Missouri

Ava — In January, *Douglas County Herald* readers were told access to the newspaper’s lobby would be limited and the front door locked. Visitors

would need to knock on the front door or call to be allowed to enter.

The measure came after the newspaper published a story on a local individual’s “audit” visits to the Ava Police Station and Douglas County Sheriff’s Office. Several “vile, curse-filled messages” were left on the Ava newspaper’s answering machine, and the decision was made to limit access to the building as a safety measure.

Following reporting on an arrest warrant for the individual, the Better Newspapers Inc.’s offices in Ava and the *Wayne County Journal Banner* in Piedmont received numerous phone calls from the individual and his supporters, including to record newspaper employee conversations that were later posted on the internet.

Also known as “First Amendment audits,” audits like the one referenced by the *Herald* involve individuals photographing or filming public spaces, often police departments or other government buildings, with the intent of triggering confrontation.

ON THE MOVE



Hermitage — Aleia Ream left her role as editor of the *Hermitage Index* in February after several years, taking a contract role and working remotely until a replacement editor could be hired. Ream’s leaving the newspaper came about because of a move away from the community.



Aleia Ream

Ream thanked readers for their support during her years with the newspaper, saying, “All I know is I will

never stop being grateful for my time here at *The Index*. This will always be an experience I treasure. One that has impacted me in so many ways, and in ways I am still only just discovering.”

Monett — At the end of January, Mike Gervais announced to readers he was stepping down as the editor of the *Monett Times*. In writing to readers of the newspaper, he said the job came with a lot of excitement of being in the middle of the action but also takes its toll on mental health and private relationships.

Gervais also lamented the “he said,

she said atmosphere of social media” means there is little appreciation for journalism.

Still, he described the work aptly to readers as spending “your career as a student of your community. You get to know all the best and worst people. And in turn, you have an opportunity to improve your community by sharing these stories and informing the public.”



Mike Gervais

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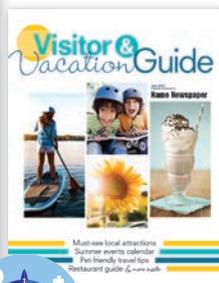
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Missouri Press News

As a local newspaper, nobody knows your community like you do because it's YOUR beat. But what about statewide coverage, or business news, or the ongoing effects of policies long-since signed into law?

Much commentary has been written in recent years about the collaborative future of journalism, but in many ways local newspapers have always relied on collaboration

to keep the community informed. Remember country correspondents? Or how about running photos a parent took at the game your staff couldn't attend?

That's how you get the job done for your local community, but what if you want to expand your coverage beyond the city, county or region?

There are several statewide and even national services your newspaper can take advantage of and, in some cases, even help contribute to the stories being produced.

Missouri Independent

The Missouri Independent is a nonpartisan, nonprofit news organization covering state government, politics and policy. It is staffed by veteran Missouri reporters and is dedicated to investigative journalism that sheds light on how decisions in Jefferson City are made and their impact across the Show-Me State.

Missouri Independent's work is free for other news outlets to republish. Requirements for republishing include only editing for style or to shorten a story's length, provide proper attribution and a link to the Missouri Independent website, <https://missouriindependent.com>.

Free poetry-focused column

Missouri Press, on behalf of the *Springfield News-Leader*, is making available a column focused on poetry. The columns are available for newspapers to republish online or in print at no charge.

A running list of previous installments of the column is available on Missouri Press' website.

The column was initiated at the request of David L. Harrison, Missouri's poet laureate, who has published more than 100 books for young people and educators, and features insight from many more acclaimed poets.

Capitol Report

Each legislative session the Missouri School of Journalism sends reporters to Jefferson City for the State Government Reporting Project.

The Capitol Report is available to all MPA members for republishing. A weekly recap of the stories produced by reporters in the Capitol is distributed to MPA members by Missouri Press staff and stories of particular note are sometimes distributed separately to allow members to use them more quickly.

Newspapers wanting a more localized approach to statehouse reporting are encouraged to contact Mark Horvit with story ideas or requests for comment from legislators in response to specific legislation or state policy. Horvit can be contacted by email at horvitm@missouri.edu.

To receive the Capitol Report weekly emails, email Matthew Barba at mbarba@mopress.com.

Missouri Business Alert

A digital newsroom providing business news from across the state while training University of Missouri students in new technology and methods, giving them hands-on experience in business reporting, marketing and other skills.

Sign up for the Morning Minutes newsletter to get a rundown of statewide business news. Content from the Missouri Business Alert newsroom is available for republication with attribution, similar to other Missouri School of Journalism projects.

Visit missouribusinessalert.com to subscribe to the newsletter or contact Managing Editor Michael Stacy at stacyjm@missouri.edu with questions about content.

The Conversation

Faculty from research universities throughout the U.S. contribute articles on pressing news topics, which are available for free republication by news outlets and organizations at theconversation.com.

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Missouri Newspaper Organizations

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OZARK PRESS ASSOCIATION: President, Amanda Mendez, *Howell County News*, Willow Springs; Vice President, Jordan Troutman, *Cassville Democrat*; Secretary-Treasurer, Dan Wehmer, *Webster County Citizen*, Seymour; Past President, Ron Schott, *Wright County Journal*, Mountain Grove. Directors: Steve Pokin, *Springfield Daily Citizen*; Shelby Atkison, *Marshfield Mail*; Kimball Long, *El Dorado Springs Sun*; and Kyle Troutman, *Cassville Democrat*.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Lucas Presson, Cape Girardeau; Second Vice President, Tamara Buck, Cape Girardeau; Secretary-Treasurer, Gina Raffety, Jackson; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; and Jay Forness, Jackson.

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Ken Garner, *The Maryville Forum/Grant City Times-Tribune*; Vice President, Brent Rosenauer, *The Savannah Reporter*; Secretary, Kathy Conger, *Bethany Republican-Clipper*, and Skye Pournazari, *The Maryville Forum/Grant City Times-Tribune*; Treasurer, W.C. Farmer, *The Atchison County Mail*, Rock Port.

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Fixing the tools to fight misinformation

By the time you read this, Valentine's Day will be a distant memory. But not for me. I spent that day on the street below my Kansas City office watching the Chiefs' victory parade for their Super Bowl win. It's one of the perks of where I have my office, something we've now enjoyed for three years.

After the parade, when the festivities in front of Union Station start, we always come in, sit in our conference room that overlooks that area, and watch the broadcast on a large screen television. So, we were all safe up on the 16th floor when the shooting broke out that afternoon.

But I'm not starting a discussion about gun control. Instead, I want to note something said by certain organizations and the outcome of those statement. Police did arrest several persons in the course of searching for the shooters.

Arrest records, as these readers know, are technically open under Missouri's Sunshine Law. The truth is that it often is difficult to obtain such information immediately. And, inasmuch as some of the parties detained in this situation were juveniles, that information was clearly closed.

Two situations developed that Wednesday afternoon as a result. First, one state legislator, name withheld to focus this thought on content rather than political party, posted on social media, "I'd hope this first-hand experience with violent illegal immigrants and repeat violent offenders ... will help them see the urgent need to close our borders, stop promoting Sanctuary Cities to violent illegal immigrants and end liberal catch and release policies for violent criminals."

At the time this statement was made, no arrest records were being released by law enforcement. Reporters who were seeking such information were no doubt told that arrest reports

"And on what do we blame all this mess? On a lack of access to official, truthful information from law enforcement."

weren't available. Reporters struggled to refute a statement being made by someone who would seem to have legitimacy without actual law enforcement records being available.

Recent changes in Case.Net have made reporting on arrests, and the probable cause statements related to such arrests, nearly impossible to decipher. Redactions in probable cause statements often delete the where, when and who in such reports, and the further information explaining the basis on which the arrest was made. Reporters call me weekly to talk to me about the difficulties they are having in covering arrests in their communities.

Before public access was granted to such records, those reports were available to the media and the public from the local courthouse. Now, the amount of redactions that the court system is allowing in such reports makes them practically worthless.

Your association, joined by the Missouri Broadcasters Association, has advocated for changes to be made in the amount of redactions permitted in such documents. I realize the names of juveniles in any case are going to be closed until and unless a court deems that the juvenile will be prosecuted as an adult – a likely event in this situation.

But hundreds of other probable cause statements are, for all practical purposes, effectively closed and reporters cannot determine exactly what incident caused the arrest. Such secrecy results in entities with ulterior purposes making statements that are totally false (as above), while legitimate media are unable to locate truthful records to refute such false statements.

The second outcome of note is that photographs were circulating on social media of at least one person who was detained briefly for other reasons and then eventually released without being charged. One social media account accused him of being the shooter. That account was re-published by another social media account, one with a sizeable following in the state, questioning if the accusation was true and blaming others in the state for the violent acts if it were true.

Those accusations were false, but quickly spread among certain members of the state legislature who believed they should speak on the record on the subject. The victim of this speculation has now aggressively sought social media attention to clear his name.

And on what do we blame all this mess? On a lack of access to official, truthful information from law enforcement. Officers stepped up and were heroes in most acts on that dreadful day. But the lack of truthful information that day clearly led to these false statements. Our legislative leaders who participated in this social media blast, if nothing else, have egg all over their faces.



Jean Maneke, is MPA's Legal Hotline attorney. Contact her at (816) 753-9000; jmaneke@manekelaw.com.

Earn Your Press Pass is expanding to sales

'Extra credit classes' also will be added in coming weeks.

From Missouri Press Staff

Missouri Press Association member newspapers continue to have access to a unique training tool in Earn Your Press Pass, a web-based course that teaches the fundamentals of journalism.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists. It is provided to all Missouri Press members at no additional cost.

The course provides new hires the information and structure they need to sit down and complete lessons that teach the basics of good journalism. Everything from common newspaper terminology to story writing to media laws are covered in the materials.

Additionally, Joey and Lindsey Young, creators of Earn Your Press Pass, plan to expand the program to include "extra credit classes" on the editorial side and an entirely new advertising sales training program launching this summer.

More information will be available as those additional features go live. Until then, if Earn Your Press Pass is something your newspaper might benefit from, either for new hires or bringing on community stringers, feel free to reach out to Matthew Barba (mbarba@mopress.com) or



Kristie Fortier (kfortier@mopress.com) to get signed up.

Diversity.tv and other resources

And remember, your newspaper still has free access to Diversity.tv, Russell Viers' Adobe-centered training platform. You can find out more about that service on Page 11 or by emailing mbarba@mopress.com to get registered.

Even more options for helping your newspaper reach readers of different demographics are available on Page 16.

As always, if you have any questions about programs or services offered or endorsed by Missouri Press, please reach out to staff, who will be happy to answer your questions and help you get started.

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